

# CONTRACT



www.nbcchicago.com

And:

**STRATEGIC MEDIA SERVICES**  
3299 K STREET, NW  
WASHINGTON, DC 20007

<u>Contract / Revision</u>		<u>Alt Order #</u>
328942 /		
<u>Product</u>		
<u>ROBERT DOLD FOR CONGRESS</u>		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/24/12 - 10/30/12		
<u>Advertiser</u>	<u>Original Date / Revision</u>	
DOLD FOR CONGRESS	08/09/12 / 10/23/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WMAQ	Aaron Zeligson	Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u>		
RA35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	
67172	21880	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WMAQ	10/25/12	10/29/12	10P-1035P M-SU LATE NEV\10P-1035P			:30			NM	2	\$8,200.00
CDR	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
	Week: 10/22/12	10/28/12	-- 1 ---					1	\$4,000.00			
N 2	WMAQ	10/24/12	10/30/12	5A-6A M-F	5A-6A		:30			NM	5	\$1,725.00
LUR	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
	Week: 10/22/12	10/28/12	-- 111 --					3	\$375.00			
N 3	WMAQ	10/24/12	10/30/12	6A-7A M-F NBC 5 NEWS 6A 6A-7A			:30			NM	5	\$3,850.00
CDR	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
	Week: 10/22/12	10/28/12	-- 111 --					3	\$770.00			
N 4	WMAQ	10/24/12	10/30/12	7A-9A M-F TDY I	7A-9A		:30			NM	5	\$4,225.00
CDR	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
	Week: 10/22/12	10/28/12	-- 111 --					3	\$845.00			
N 5	WMAQ	10/24/12	10/30/12	9A-10A M-F TDY II	9A-10A		:30			NM	5	\$2,350.00
CDR	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
	Week: 10/22/12	10/28/12	-- 111 --					3	\$470.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)  
FOR NBC & TELEMUNDO STATION AND COZITV NETWORK CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II or the CoziTV Network Advertising Agreement-Part II (the "Part IIs"), as applicable, which have previously been provided under separate cover and/or are available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo and/or the CoziTV Network for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in the applicable Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in the applicable Part II, either Agency or NBC/Telemundo and/or the CoziTV Network may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo and/or the CoziTV Network is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in the applicable Part II, with respect to your advertising commitment as set forth above.

## FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision	Alt Order #	
328942 /		
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10/24/12 - 10/30/12	ROBERT DOLD FOR CO	
Advertiser		
DOLD FOR CONGRESS		
Original Date / Revision		
08/09/12 / 10/23/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	11-----				2	\$470.00			
N 6	WMAQ	10/24/12	10/30/12	12P-1230P M-F NEWS 12P	12P-1230P		:30			NM	5	\$1,475.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	--111--				3	\$295.00			
		Week: 10/29/12	11/04/12	11-----				2	\$295.00			
N 7	WMAQ	10/24/12	10/30/12	1230P-1P M-F EXTRA REPE	1230P-1P		:30			NM	4	\$800.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	--1-1--				2	\$200.00			
		Week: 10/29/12	11/04/12	11-----				2	\$200.00			
N 8	WMAQ	10/24/12	10/30/12	3P-4P M-F ELLEN	3P-4P		:30			NM	4	\$2,900.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	--11---				2	\$725.00			
		Week: 10/29/12	11/04/12	11-----				2	\$725.00			
N 9	WMAQ	10/26/12	10/29/12	4P-430P M-F EXTRA	4P-430P		:30			NM	2	\$1,550.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	---1---				1	\$775.00			
		Week: 10/29/12	11/04/12	1-----				1	\$775.00			
N 10	WMAQ	10/24/12	10/30/12	430P-5P M-F ENEWS	430P-5P		:30			NM	5	\$4,875.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	--111--				3	\$975.00			
		Week: 10/29/12	11/04/12	11-----				2	\$975.00			
N 11	WMAQ	10/24/12	10/30/12	5P-530P M-F ENEWS 5P	5P-530P		:30			NM	5	\$6,625.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	--111--				3	\$1,325.00			
		Week: 10/29/12	11/04/12	11-----				2	\$1,325.00			
N 12	WMAQ	10/24/12	10/30/12	6-630P M-F ENEWS 6P	6P-630P		:30			NM	5	\$9,125.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	--111--				3	\$1,825.00			
		Week: 10/29/12	11/04/12	11-----				2	\$1,825.00			
N 13	WMAQ	10/25/12	10/30/12	630P-7P M-F AH	630P-7P		:30			NM	2	\$3,950.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	---1---				1	\$1,975.00			
		Week: 10/29/12	11/04/12	-1-----				1	\$1,975.00			

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## FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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328942 /		
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10/24/12 - 10/30/12	ROBERT DOLD FOR CO	
Advertiser		Original Date / Revision
DOLD FOR CONGRESS		08/09/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 14	WMAQ	10/27/12	10/28/12	5P-530P SA/SU ENEWS 5P	5P-530P		:30			NM	2	\$1,950.00
CDR												
Week:	Start Date	End Date	Weekdays	Spots/Week								
Week: 10/22/12	10/28/12	-----11		2								
N 15	WMAQ	10/27/12	10/27/12	6A-7A SA NEWS	6A-7A		:30			NM	1	\$445.00
CDR												
Week:	Start Date	End Date	Weekdays	Spots/Week								
Week: 10/22/12	10/28/12	-----1-		1								
N 16	WMAQ	10/27/12	10/27/12	7A-9A SAT TDY	7A-9A		:30			NM	1	\$795.00
CDR												
Week:	Start Date	End Date	Weekdays	Spots/Week								
Week: 10/22/12	10/28/12	-----1-		1								
N 17	WMAQ	10/27/12	10/27/12	1030P-12A SNL	1030P-12A		:30			NM	1	\$3,450.00
CDR												
Week:	Start Date	End Date	Weekdays	Spots/Week								
Week: 10/22/12	10/28/12	-----1-		1								
N 18	WMAQ	10/28/12	10/28/12	6A-7A SU NEWS	6A-7A		:30			NM	1	\$295.00
CDR												
Week:	Start Date	End Date	Weekdays	Spots/Week								
Week: 10/22/12	10/28/12	-----1		1								
N 19	WMAQ	10/28/12	10/28/12	7A-8A SUNDAY TODAY	7A-8A		:30			NM	1	\$695.00
CDR												
Week:	Start Date	End Date	Weekdays	Spots/Week								
Week: 10/22/12	10/28/12	-----1		1								
N 20	WMAQ	10/28/12	10/28/12	8A-9A SU NEWS	8A-9A		:30			NM	1	\$745.00
CDR												
Week:	Start Date	End Date	Weekdays	Spots/Week								
Week: 10/22/12	10/28/12	-----1		1								
N 21	WMAQ	10/28/12	10/28/12	9-1030A SU CHRIS MATTHE9-1030A			:30			NM	1	\$795.00
CDR												
Week:	Start Date	End Date	Weekdays	Spots/Week								
Week: 10/22/12	10/28/12	-----1		1								
N 22	WMAQ	10/28/12	10/28/12	SU MEET THE PRESS 9-12F8A-12P			:30			NM	1	\$5,400.00
CDR												
Week:	Start Date	End Date	Weekdays	Spots/Week								
Week: 10/22/12	10/28/12	-----1		1								
N 23	WMAQ	10/28/12	10/28/12	NFL REG SEASON SU NON 657P-1030P			:30			NM	1	\$15,500.00
CDR												
Week:	Start Date	End Date	Weekdays	Spots/Week								
Week: 10/22/12	10/28/12	-----1		1								

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## FOR NBC CONTRACTS:

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328942 /		
Contract Dates	Product	Estimate #
10/24/12 - 10/30/12	ROBERT DOLD FOR CO	
Advertiser		Original Date / Revision
DOLD FOR CONGRESS		08/09/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 24	WMAQ	10/24/12	10/26/12	1035P-1135P TONITE SHOV	1035P-1135P		:30			NM	3	\$3,450.00
<b>CDR</b>												
Start Date      End Date      Weekdays      Spots/Week      Rate												
Week: 10/22/12      10/28/12      -- 111--      3      \$1,150.00												
N 25	WMAQ	10/25/12	10/26/12	12P-1230P M-F NEWS 12P	12P-1230P		:30			NM	2	\$400.00
<b>CDR</b>												
Start Date      End Date      Weekdays      Spots/Week      Rate												
Week: 10/22/12      10/28/12      --- 11---      2      \$200.00												
N 26	WMAQ	10/26/12	10/30/12	105A-135A M-F LN RPT	105A-135A		:30			NM	3	\$150.00
<b>LUR</b>												
Start Date      End Date      Weekdays      Spots/Week      Rate												
Week: 10/22/12      10/28/12      ---- 1--      1      \$50.00												
Week: 10/29/12      11/04/12      11-----      2      \$50.00												
N 27	WMAQ	10/28/12	10/28/12	NFL FTBL NIGHT AMERI N 13P-7:15P			:30			NM	1	\$4,500.00
<b>CDR</b>												
Start Date      End Date      Weekdays      Spots/Week      Rate												
Week: 10/22/12      10/28/12      ----- 1      1      \$4,500.00												
N 28	WMAQ	10/25/12	10/27/12	10P-1035P M-SU LATE NEV	10P-1035P		:30			NM	1	\$4,000.00
<b>CDR</b>												
Start Date      End Date      Weekdays      Spots/Week      Rate												
Week: 10/22/12      10/28/12      --- TFS-      1      \$4,000.00												

Totals

75 \$94,220.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	50	\$71,710.00	\$60,953.50
10/29/12 - 10/30/12	25	\$22,510.00	\$19,133.50
<b>Totals</b>	<b>75</b>	<b>\$94,220.00</b>	<b>\$80,087.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## FOR NBCE CONTRACTS:

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